

BROWNSVILLE DAILY HERALD.

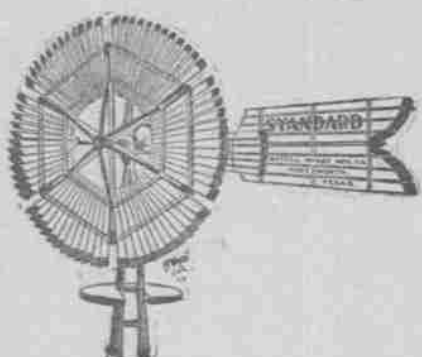
VOL. XVII. NO. 116

BROWNSVILLE, TEXAS, FRIDAY, NOVEMBER 13, 1908

SINGLE COPIES, 5 CENTS

STANDARD WIND MILL

The Material that goes into Standard Mills, the thorough workmanship and careful assembling, make them the favorite DIRECT STROKE Mill on the Market.



The Standard Mill is 8 to 10 per cent heavier than other Mills of the same type, yet all parts are interchangeable with such Mills. FOR QUICK DELIVERY and RIGHT PRICES.

E. H. CALDWELL,
Corpus Christi, Texas

COLONEL MILLER SAYS IT'S TRUE

CONFIRMS STATEMENT THAT HE WILL SEVER ALL CONNECTION WITH COAST LINE.

Has Made No Arrangements to Go With Merged Lines of Mexico—Answers Telegram Sent Him By the Commercial Club.

(From the Houston Post, Nov. 12.)
Jeff N. Miller, who was in Houston yesterday in attendance upon the meeting of the Houston Belt and Terminal company directors, admitted to a Post representative that the information contained in the article published in Monday morning's paper, stating that he had resigned, was correct. Mr. Miller stated that he had not made this known to the public for certain good reasons to himself.

"My resignation was handed in several months ago," said Mr. Miller, "but under an agreement with the owners of the property, I consented to remain in charge until January 1, 1909. The impression seems to prevail that I intend to take service with the merged lines of Mexico," Mr. Miller continued. "In this connection, I wish to say that I have made no engagement with any of the National officials to represent them in any portion of the merged lines. I have had as my guests during the past two or three months quite a number of Mexican officials, and I presume this is the direct cause for the rumor that has become current that I would be engaged with them. It may be true that I will be associated with some of my Mexican friends in certain enterprises, but these questions are not far enough advanced to give any information to the public."

"My work in connection with constructing and putting the St. Louis, Brownsville and Mexico railway in such excellent condition practically closed last June. Its owners are more than satisfied with the property and with the management. I consider that the property has the brightest future of any railroad line in the State of Texas. Some eleven irrigating canals that have just been completed will bring under cultivation thousands of acres, which will mean enormous tonnage, and in less than the period of five years the Brownsville road will be considered one of the leading trunk lines entering Houston. It is practically a self-sustaining line at present, and has been ever since it opened for traffic on July 4, 1904. I am quite sure in making the assertion that the Brownsville road will not pass into control of any foreign line for some time to come—possibly not at all. The people that have their money invested are too well satisfied to dispose of a good thing."

Mr. Miller went south over the Gulf Coast line last night in his private car. Accompanying him were S. W. Fordyce of St. Louis, managing director, and Albert T. Perkins, managing director of that line. It is understood that a thorough inspection of the road will be made.

Mr. Fordyce, who spent the day in Houston yesterday, after a visit to Austin, has considerable property in the Rio Grande Valley, and he will look this over before returning North.

Mr. Miller, Col. Fordyce, Mr. Perkins, Traffic Manager Wm. Doherty and others arrived in Brownsville last night in Mr. Miller's private car, St. Elmo, which was attached to the regular passenger train, due here at 11:10 p. m. This morning they went up the branch on an inspection tour but will return to this city and spend the night here. The fact that Mr. Miller would sever connection with the Gulf Coast Line the first of the year, was printed in Monday's Herald. The announcement created the greatest interest in this city and resulted in the Lower Rio Grande Valley Commercial Club sending the following telegram to Mr. Miller:

"The Club hears with regret of your resignation. Can't you reconsider? If your decision is unalterable we wish you Godspeed and unqualified success."

In response to this telegram Mr. Miller yesterday wired the club as follows:
Lower Rio Grande Valley Commercial Club, Brownsville, Texas:
Kingsville, Texas, Nov. 12.—I have just received your personal telegram of the 10th and appreciate beyond measure sentiments expressed. Notwithstanding that I leave the service, I shall always support your people in every move for the general good and welfare of the entire Lower Rio Grande Valley country. I have always had unbounded faith in the ultimate success of your great country and my whole heart has been engaged in its advancement.

JEFF N. MILLER.
Mr. Miller's friendship for Brownsville in the past has been shown by his deeds, and this city and all of the Gulf Coast Country and the Valley of the Lower Rio Grande owe him a debt of gratitude for his great work in the development of these sections. It will be hard to ever repay. He will take with him, wherever he may go, the best wishes of our people generally, and in his new field of labor, no matter where it may be, all will wish for him that unqualified success to which he is entitled.

PUBLICITY IS NEEDED

SAYS ONE WHO BACKS HIS ASSESSMENT WITH FORCEFUL AND ART ILLUSTRATIONS.

The Products of Other Sections Bring Top Prices Because They Advertise—What Our Farmers Should Do.

To The Herald:
Hearings, Texas, Nov. 12.—Last week The Herald made me say "property colony" when it should have been "prosperity colony." A complete remedy for the existing evils of today would be facilities for transportation into every nook and corner of the country where there are people to feed; with a good working system for the equalizing of distribution. The first, however, would not avail without the second—illustrations of that were noted last week.

How can we of this Valley sell what we produce at a fair price? I believe this question may be answered (as nearly as it can be answered under present conditions) by ample and judicious advertising. This is an age of advertising. Thousands of people habitually wear "Pinch-not" shoes, not because "Pinch-nots" are better than many others, but because they are told they are better 255 days in a year.

Henry W. Grady, editor of the Atlanta Constitution, took it upon himself to make Georgia famous for watermelons. He wrote editorials and quips as only Grady could. He published the merits of Georgia melons in prose and poetry, until the same kind of melons from Georgia sold more readily and for a better price than melons produced anywhere else. He made Georgia farmers untold dollars.

Five years ago I was in the market with cantaloupes. They were good ones, too; our season had been rather dry and my cants had a fine and spicy flavor not exceeded by any I saw. I sold these cants for \$1.50 to \$1.75 per crate. At the same time cants from Colorado, no better than mine, brought \$0.50 to \$0.75 per crate. Why? Simply because Colorado was famous for cantaloupes while Oklahoma was not. Colorado cants had been advertised and Colorado farmers made their stuff come up to the advertisement. But why pile up examples when the reader can pile them up for himself with little effort?

A man in Dallas may make the best horse collars in the world, and yet he can sell no collars until he lets purchasers "know" that he makes good collars. This Valley might produce cabbage heads as big as a wash tub and watermelons as sweet that they would make a negro faint, and yet not sell these things if it was a secret. You may be troubled about where to sell while hundreds of caterers are troubled about where to buy. Is it at all reasonable to presume that a dealer in Temple, Texas, will order Brownsville vegetables second-hand from Dallas if he knew he could have them fresh from first hands at Brownsville? But he must know where he can get them and the individual from whom to order.

Advertise generally. Advertise specifically and get as near to the actual consumer as you possibly can. Let us look at the "mood operandi." It is November and John Smith has a car of vegetables ready for market. Surely there is some place among the seventy-five millions of people in these United States, where these vegetables will bring a fair, perhaps a fancy price. But how is Mr. Smith to know where the demand exists? He knows of certain big centers and he may wire one or several of these and succeed in selling. Then again he may not, for everybody else who has like vegetables is sending them to the same place, consequently there is often a glutted market. While perhaps there are thousands of small cities where Smith's crop would sell at a good price, Smith, however, can not know where that shortage is. But those people do and the merchant who caters to their wants also knows. So is it not reasonable to suppose if that dealer had been told that Smith would have these vegetables at that particular time he would order them from Smith and two souls be made happy?

I shall not claim advertising as a complete panacea or that by this means that you can sell stuff to the North when their homelands are plentiful, nor that it will not still be necessary to pack fancy goods in order to get fancy prices; but I do claim that if we advertise thoroughly and in a business way, it will produce business and be the best investment for the farmer that he can possibly make. Also that it will bring good results to every interest in this Valley.

But the farmers are few, comparatively speaking, and are handicapped by the newness of things and are at a loss to bring quick and certain results. Why then should not the large land owners, the Commercial Club and all interests join together in the undertaking that promises increased thrift to all? It is up to you, you, the people who are seeking methods to increase the prosperity of

Main Canal 27 miles long, 250 feet wide and 20 feet deep. 13,000 acre feet of storage. 4 sections separated by locks and dams. Water stands 4 feet higher in each section than in the one next below. 50 miles of laterals, or branch canals now completed and in operation. Take our free automobile trip to the headgates and see for yourself.

Water in any quantity desired flows naturally from the bottom of the Rio Grande into our main canal and from there into the laterals and out upon the fields. It does this when the river is low as well as when the river is high. To fill the canal we simply lift one or more of the eight gates in the big concrete wall.

SAN BENITO

On Main Line of Gulf Coast Railway—19 Miles North of Brownsville

The Delta of the Rio Grande is the Most Favored Region on the Continent for Farming, Trucking and Fruit Growing

San Benito is the Most Favored Spot

In the Rio Grande Delta Because We Have

Water in Abundance

Which is the One Thing Needful

At San Benito You Will Find

The Only Gravity Canal in the Brownsville Country
The Only Canal in the Valley that has Navigation

We are Now irrigating thousands of acres Without Pumps

Get off the train at SAN BENITO or call at our Brownsville office, opposite Miller Hotel. Write or ask for ticket giving you FREE AUTOMOBILE RIDE from Brownsville to San Benito via our Headgates. Write for Booklet.

San Benito Land & Water Co.
SAN BENITO, TEXAS.

ALBA HEYWOOD, President SAM A. ROBERTSON, Secretary and Engineer

Cane and other products handled on barges (20 by 60 feet) through our series of locks and dams.

The town of San Benito is growing rapidly. Splendid hotel. Running water in every room.

Buy where you get.

Water for Irrigation

AT COST

We have for sale 12,000 acres choice lands from 3 to 7 miles east of Brownsville on the

Indiana Co-operative Canal

in tracts of any size to suit from ten acres up on easy terms. It will pay you to investigate our proposition

E. F. Rowson & Co.

The White Front Office
Brownsville, -- Texas

this country. Either refute the argument or get busy.

And, Mr. Farmer, there are things up to you also. If you are going to set up shop as a business man, you must do your business on a business basis. You must look ahead and endeavor to produce such crops as are likely to be in demand at certain seasons. You should endeavor that one lot of goods sold will, by superior handling, sell another lot. But packing and shipping is a big subject and should have special treatment. Having the kind permission of the editor I will try next week to consider that subject.

Respectfully,
J. F. FERGUSON

Casting Pearls Before Swine.

Chicago, Ill., Nov. 12.—Ministers from a dozen of the largest churches of Chicago today invaded the stock yards at the noon hour and conducted evangelistic services. In the steaming and odorous atmosphere, with blood all about them, they addressed the giant butchers and sang gospel hymns which mingled with the squeals and bellows of animals being slaughtered. Rising above the "moo-mooing" of the panicky cattle and the thud-thud of cleavers as the butchers speeding reduced the warm carcasses to the meat of commerce, the burly giants, their clothes wet with blood and grease,

squatted about the floor, while the evangelists standing on upturned wooden buckets and tubs conducted the services.

Col. Miller's Resignation.

The news comes from Kingsville that Mr. Jeff N. Miller, the genial, efficient general manager of the St. Louis, Brownsville & Mexico road, has himself confirmed the rumor of his resignation from the Gulf Coast Line and his intention of becoming associated with a Mexican line. This news will be received with regret by Mr. Miller's many friends in South-west Texas, for he is a railroad man of recognized ability whose place will be hard to fill. He is a man who has legions of friends throughout the South and one whom this section of the State will greatly miss. However, if he must go, the Herald and the people of Corpus Christi generally, extend to him best wishes in his new field and hope that some day he will return to this section to remain. —Corpus Christi Herald.

To Survey Rio Grande Soils.

Austin, Texas, Nov. 12.—Prof. W. T. Carter of the bureau of soils of the United States Agricultural Department spent today in Austin en route to the Brownsville country, where, with a squad of eight, the winter will be spent in soil surveying in the counties of Cameron, Hidalgo, Starr and Zapata.

JUST RECEIVED

Rubber Hose, Reels, Lawn Sprinklers, Lawn Mowers, Garbage Cans, Washing Machines and Ice Cream Freezers

A Nice Line Of Crockery

Free Delivery

City Hardware Store

P. J. VIVIER, Proprietor

Phone 49. BROWNSVILLE, TEXAS. P. O. Box 375

FURNITURE OF QUALITY AND STYLE

Largest and Most Complete Stock in South Texas

Refrigerators, Gasoline, Oil and Wood Cook Stoves
OFFICE FURNITURE, ETC., ETC.

HANCOCK-LAMB FURNITURE CO., Brownsville

THE PUBLISHER OF

The Brownsville Weekly Herald

GUARANTEES THE CLAIM THAT IT

CIRCULATES IN THIRTY-ONE STATES

By Far the Best Advertising Medium
for Land Propositions in South Texas

Subscription Lists Open to Inspection By Advertisers

La Donna, the Mutual Canal. Lands \$50.00 Per Acre
Apply to Any Real Estate Dealer. Hallam Colonization Company, Sales Managers.